

## **BAB V**

### **KESIMPULAN DAN SARAN**

#### **5.1. Kesimpulan**

Dari hasil analisis dan pembahasan maka dapat ditarik beberapa kesimpulan yaitu sebagai berikut:

- a. Penilaian konsumen pada kaos Joger adalah baik terutama pada disain kalimat, harga, merek, dan kemasan. Sedangkan untuk atribut promosi kaos Joger mendapat penilaian cukup baik. Hal ini menunjukkan bahwa konsumen menilai disain kalimat Joger lebih menarik dan berkualitas daripada produk lain. Harga yang ditawarkan dinilai oleh konsumen sudah sesuai dengan pendapatan dan sebanding dengan kualitas serta harga lebih kompetitif. Nama dan Logo merek Joger juga dinilai lebih menarik dari merek lain. Kemasan Joger juga dinilai baik oleh konsumen terutama dari model kemasan dan kantong plastik yang digunakan untuk membungkus kaos. Untuk promosi Joger melalui media cetak, radio dan TV masih harus ditingkatkan.
- b. Untuk penilaian pada produk Dagadu adalah baik terutama pada disain kalimat, harga, kemasan dan promosi. Sedangkan pada atribut merek kaos Dagadu mendapat penilaian cukup baik. Disain kalimat Dagadu lebih menarik dan berkualitas daripada produk lain. Harga yang ditawarkan dinilai oleh konsumen sudah sesuai dengan pendapatan dan sebanding dengan kualitas serta harga lebih kompetitif. Kemasan Dagadu juga dinilai baik oleh konsumen terutama dari model kemasan dan kantong plastik yang digunakan

untuk membungkus kaos. Promosi Dagadu juga dinilai baik hal ini menunjukkan Dagadu aktif dalam promosinya melalui media cetak, radio, dan media TV. Sedangkan merek Dagadu dinilai cukup baik.

- c. Dari aspek demografi pada penilaian kaos Joger, ditemukan terdapat perbedaan penilaian pada atribut promosi bila dilihat dari usia. Sedangkan pada penilaian atribut lainnya berdasarkan aspek demografi tidak ditemukan perbedaan signifikan. Hal ini menunjukkan bahwa dilihat dari tingkat usia, mereka memiliki penilaian berbeda akan promosi yang dilakukan kaos Joger seperti melalui media cetak, radio, dan media TV.
- d. Penilaian kaos Dagadu dari aspek demografi, ditemukan terdapat perbedaan penilaian pada atribut merek bila dilihat dari jenis kelamin dan asal daerah. Ditemukan pula perbedaan penilaian pada atribut promosi bila dilihat dari usia. Sedangkan pada penilaian atribut lainnya berdasarkan aspek demografi tidak ditemukan perbedaan signifikan. Hal ini menunjukkan dilihat dari tingkatan usia dan asal daerah memiliki penilaian berbeda untuk nama dan Logo Dagadu. Dilihat dari tingkatan usia, mereka memiliki penilaian berbeda akan promosi yang dilakukan oleh Dagadu seperti melalui media cetak, radio, dan media TV.

## 5.2. Saran

Dari hasil penelitian ada beberap saran yang peneliti berikan untuk kaos Joger dan Dagadu:

- a. Kaos Joger dan kaos Dagadu sebaiknya memperhatikan keinginan konsumen untuk segala jenis kelamin dan tingkatan usia. Hal ini dilakukan dengan memberikan harga yang lebih menarik untuk kaos Joger, ekuitas merek yang kuat untuk kaos Dagadu, dan promosi yang lebih menarik baik untuk produk kaos Joger maupun kaos Dagadu.
- b. Pemasar juga dapat menonjolkan atribut lain yang dalam penelitian ini ditemukan tidak signifikan. Sehingga dimasa yang akan datang atribut-atribut tersebut akan semakin melekat pada produk yang dipasarkan dan menjadi keunikan produk yang berbeda dari pesaing.

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## KUESIONER

### A. DATA RESPONDEN

1. Jenis Kelamin
  - a. Pria
  - b. Wanita
2. Usia Anda
  - a. 13-20 tahun
  - b. 21-39 tahun
  - c. lebih dari 40 tahun
3. Pendapatan Anda
  - a. kurang dari Rp.250.000,00
  - b. Rp.250.000,00 - Rp.500.000,00
  - c. lebih dari Rp.500.000,00
4. Asal Daerah
  - a. Bali
  - b. Jawa Tengah
  - c. Jawa Timur
  - d. DKI
  - e. Lainnya, sebutkan.....
5. Apakah Pernah Menggunakan Atau Membeli Produk Dagadu?
  - a. Ya
  - b. Tidak

**B. PENILAIAN KONSUMEN TERHADAP ATRIBUT-ATRIBUT YANG DIMILIKI PRODUK DAGADU**

Berilah tanda ( √ ) sesuai dengan jawaban anda.

Keterangan:

SS = Sangat Setuju, S = Setuju, CS = Cukup Setuju, TS = Tidak Setuju, dan

STS = Sangat Tidak Setuju

Pertanyaan	SS	S	CS	TS	STS
<b>A. DESAIN KALIMAT</b>					
1. Saya menilai desain kalimat yang dimiliki produk Dagadu lebih menarik dari produk lain					
2. Saya menilai desain kalimat yang dimiliki produk Dagadu lebih berkualitas dari merek lain.					
<b>B. HARGA</b>					
1. Saya menilai harga produk Dagadu yang tersedia sesuai dengan pendapatan yang saya terima					
2. Saya menilai harga produk Dagadu sebanding dengan kualitasnya					
3. Saya menilai bahwa produk Dagadu lebih kompetitif dibanding dengan harga produk merek lain					
<b>C. MEREK</b>					
1. Saya menilai nama dari Dagadu lebih menarik dari yang lain					
2. Saya menilai logo yang ada pada produk Dagadu lebih menarik dari produk lain					

Pertanyaan	SS	S	CS	TS	STS
<b>D. KEMASAN</b>					
1. Saya menilai model kemasan produk Dagadu lebih menarik dari produk lain					
2. Saya menilai kantong plastik yang dimiliki produk Dagadu lebih menarik dari produk lain					
<b>E. PROMOSI</b>					
1. Saya memperoleh informasi produk Dagadu dari media cetak					
2. Saya memperoleh informasi produk Dagadu dari radio					
3. Saya memperoleh informasi produk Dagadu dari media TV					



## KUESIONER

### A. DATA RESPONDEN

1. Jenis Kelamin
  - a. Pria
  - b. Wanita
2. Usia Anda
  - a. 13-20 tahun
  - b. 21-39 tahun
  - c. lebih dari 40 tahun
3. Pendapatan Anda
  - a. kurang dari Rp.250.000,00
  - b. Rp.250.000,00 - Rp.500.000,00
  - c. lebih dari Rp.500.000,00
4. Asal Daerah
  - a. Bali
  - b. Jawa Tengah
  - c. Jawa Timur
  - d. DKI
  - e. Lainnya, sebutkan.....
5. Apakah Pernah Menggunakan Atau Membeli Produk Joger?
  - a. Ya
  - b. Tidak

**B. PENILAIAN KONSUMEN TERHADAP ATRIBUT-ATRIBUT YANG DIMILIKI PRODUK JOGER**

Berilah tanda ( ✓ ) sesuai dengan jawaban anda.

Keterangan:

SS = Sangat Setuju, S = Setuju, CS = Cukup Setuju, TS = Tidak Setuju, dan

STS = Sangat Tidak Setuju

Pertanyaan	SS	S	CS	TS	STS
<b>A. DESAIN KALIMAT</b>					
1. Saya menilai desain kalimat yang dimiliki produk Joger lebih menarik dari produk lain					
2. Saya menilai desain kalimat yang dimiliki produk Joger lebih berkualitas dari merek lain.					
<b>B. HARGA</b>					
1. Saya menilai harga produk Joger yang tersedia sesuai dengan pendapatan yang saya terima					
2. Saya menilai harga produk Joger sebanding dengan kualitasnya					
3. Saya menilai bahwa produk Joger dan lebih kompetitif dibanding dengan harga produk merek lain					
<b>C. MEREK</b>					
1. Saya menilai nama dari Joger lebih menarik dari yang lain					
2. Saya menilai logo yang ada pada produk Joger lebih menarik dari produk lain					

Pertanyaan	SS	S	CS	TS	STS
<b>D. KEMASAN</b>					
1. Saya menilai model kemasan produk Joger lebih menarik dari produk lain					
2. Saya menilai kantong plastik yang dimiliki produk Joger lebih menarik dari produk lain					
<b>E. PROMOSI</b>					
1. Saya memperoleh informasi produk Joger dari media cetak					
2. Saya memperoleh informasi produk Joger dari radio					
3. Saya memperoleh informasi produk Joger dari media TV					



## DATA PENELITIAN DAGADU

Responden	Jenis Kelamin	Usia Anda	Pendapatan	Asal Daerah	Pernah Membeli	DK1	DK2	H1	H2	H3	M1	M2	K1
1	1	2	3	1	1	4	4	5	3	3	3	4	5
2	1	2	3	1	1	2	3	4	4	4	4	4	4
3	1	2	1	1	1	5	5	5	3	3	3	3	5
4	1	2	1	1	1	2	4	4	4	3	4	4	4
5	1	2	1	1	1	1	2	5	5	5	5	5	5
6	1	2	3	3	1	4	5	3	2	3	2	3	3
7	1	1	3	3	1	4	4	5	5	5	5	5	5
8	1	1	3	3	1	3	4	4	4	4	4	4	4
9	1	1	2	3	1	4	3	2	2	2	2	2	2
10	1	1	2	3	1	5	5	4	4	5	4	4	4
11	1	2	2	2	1	4	4	4	5	5	5	3	4
12	1	2	2	2	1	5	5	2	3	3	3	5	2
13	1	2	2	2	1	5	5	5	5	4	5	5	5
14	1	3	2	2	1	4	4	2	2	4	2	2	2
15	1	3	2	2	1	5	5	1	3	2	3	3	1
16	1	3	2	2	1	5	5	4	5	5	5	5	4
17	1	3	2	2	1	3	4	4	4	4	4	4	4
18	1	3	2	2	1	3	5	3	1	4	1	2	3
19	2	3	2	2	1	4	5	4	3	5	3	3	4
20	1	3	2	3	1	5	2	5	5	5	5	5	5
21	1	1	2	4	2	4	5	4	4	4	4	5	4
22	1	1	2	4	2	2	2	5	5	5	5	5	5
23	2	1	3	4	2	4	2	5	5	5	5	4	5
24	2	1	2	4	1	4	4	4	3	2	3	3	4
25	1	2	3	3	2	2	4	5	5	3	5	5	5
26	2	2	3	3	2	3	2	5	5	5	5	5	5
27	1	1	3	3	1	4	4	3	4	4	4	4	3
28	1	1	3	3	1	4	4	3	5	4	5	4	3
29	2	1	3	3	1	3	3	4	4	1	4	4	4
30	1	1	3	3	1	4	4	5	4	2	4	5	5
31	1	2	3	4	1	4	3	5	5	3	3	1	4
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33	2	2	3	4	1	5	5	2	5	3	3	2	3
34	2	2	3	4	1	4	4	4	4	3	3	3	4
35	2	2	3	5	1	5	4	3	5	5	3	2	5
36	2	1	3	5	1	5	3	2	3	3	2	3	3
37	1	1	3	5	2	3	5	5	5	5	2	2	5

Responden	Jenis Kelamin	Usia Anda	Pendapatan	Asal Daerah	Pernah Membeli	DK1	DK2	H1	H2	H3	M1	M2	K1
38	2	1	2	4	1	4	4	4	4	4	2	2	4
39	2	1	2	4	1	2	2	3	2	2	3	3	2
40	2	1	2	4	1	4	2	3	4	5	2	2	4
41	1	1	2	4	1	4	5	5	4	5	3	3	4
42	1	1	2	4	1	5	3	3	2	3	3	3	3
43	2	1	2	4	1	2	5	5	5	4	1	1	5
44	2	1	2	4	1	2	4	4	2	4	2	2	4
45	2	1	2	4	1	1	3	3	1	2	3	3	2
46	2	1	1	4	2	4	5	5	4	5	3	3	5
47	1	1	2	5	2	4	4	4	4	4	2	2	4
48	2	1	2	5	2	3	3	2	3	4	3	3	4
49	2	2	3	4	2	4	4	5	4	5	4	2	3
50	2	2	1	4	1	5	5	4	5	5	3	2	5
51	2	2	1	4	1	5	3	2	4	4	3	3	4
52	2	2	1	4	1	5	4	5	5	5	3	2	5
53	1	1	2	5	1	4	5	4	5	5	2	3	5
54	2	1	2	5	1	4	3	4	4	2	3	3	4
55	2	1	2	4	1	5	5	5	5	3	2	1	5
56	2	1	2	1	1	5	5	5	5	5	2	2	5
57	2	1	2	1	1	3	4	4	3	4	1	3	4
58	2	2	2	2	1	3	5	3	3	4	3	3	5
59	2	2	2	2	1	4	4	4	4	4	4	2	5
60	2	2	2	2	1	5	5	5	5	5	2	3	2
61	2	3	2	2	1	5	4	4	4	5	1	2	5
62	2	3	2	1	1	4	3	2	2	5	3	1	2
63	2	3	3	1	1	5	3	4	4	2	1	2	2
64	2	3	1	5	1	4	4	4	4	3	3	2	4
65	2	3	1	5	1	5	5	5	2	5	2	3	4
66	1	3	1	5	1	3	3	2	3	4	1	2	2
67	1	3	2	1	1	5	5	5	4	4	4	3	4
68	1	3	2	1	1	4	4	2	4	4	1	3	4
69	2	3	2	1	2	2	2	3	3	5	2	4	3
70	2	3	2	1	2	4	4	4	4	3	2	2	4
71	2	3	2	1	2	4	5	5	4	4	3	3	5
72	2	3	3	5	2	3	2	4	3	5	2	1	2
73	2	3	3	5	2	4	5	3	4	5	2	2	5
74	1	3	3	5	2	4	4	4	4	2	4	3	4
75	1	3	3	1	2	3	3	2	3	3	1	1	3
76	1	3	3	1	2	3	5	5	3	3	2	2	5
77	1	3	3	4	2	4	4	4	4	4	1	2	4

Responden	Jenis Kelamin	Usia Anda	Pendapatan	Asal Daerah	Pernah Membeli	DK1	DK2	H1	H2	H3	M1	M2	K1
78	1	2	3	1	2	3	4	4	3	5	2	3	4
79	2	2	3	1	1	4	5	3	4	4	3	2	5
80	2	2	3	4	1	4	5	5	4	4	1	2	5
81	2	2	3	4	1	3	4	4	3	3	2	3	4
82	1	2	2	4	1	4	5	5	4	5	2	2	5
83	2	2	2	4	1	4	5	5	4	4	2	1	5
84	1	2	2	4	1	3	5	3	3	2	2	2	5
85	1	2	2	4	1	4	5	3	4	2	1	2	5
86	2	1	2	2	1	4	4	5	4	5	3	1	4
87	1	1	1	2	1	3	3	4	3	3	4	2	3
88	1	1	1	2	1	3	3	4	3	5	2	2	3
89	1	1	1	4	1	4	4	5	4	4	1	3	4
90	1	1	3	4	1	5	5	4	5	3	3	1	5
91	1	1	3	4	1	3	3	2	3	5	1	2	3
92	1	1	2	4	1	3	5	5	3	4	3	3	5
93	1	1	2	4	1	4	4	5	4	3	2	2	4
94	1	1	2	4	2	5	2	2	5	4	1	2	2
95	1	2	2	2	2	4	3	2	4	5	4	3	3
96	1	2	3	4	1	2	5	5	2	3	1	1	5
97	2	3	3	2	2	3	5	5	3	4	2	2	5
98	2	3	3	4	1	3	2	3	3	5	2	2	2
99	1	3	3	4	2	4	5	4	4	3	3	3	5
100	1	3	3	4	1	5	4	4	5	5	2	2	4



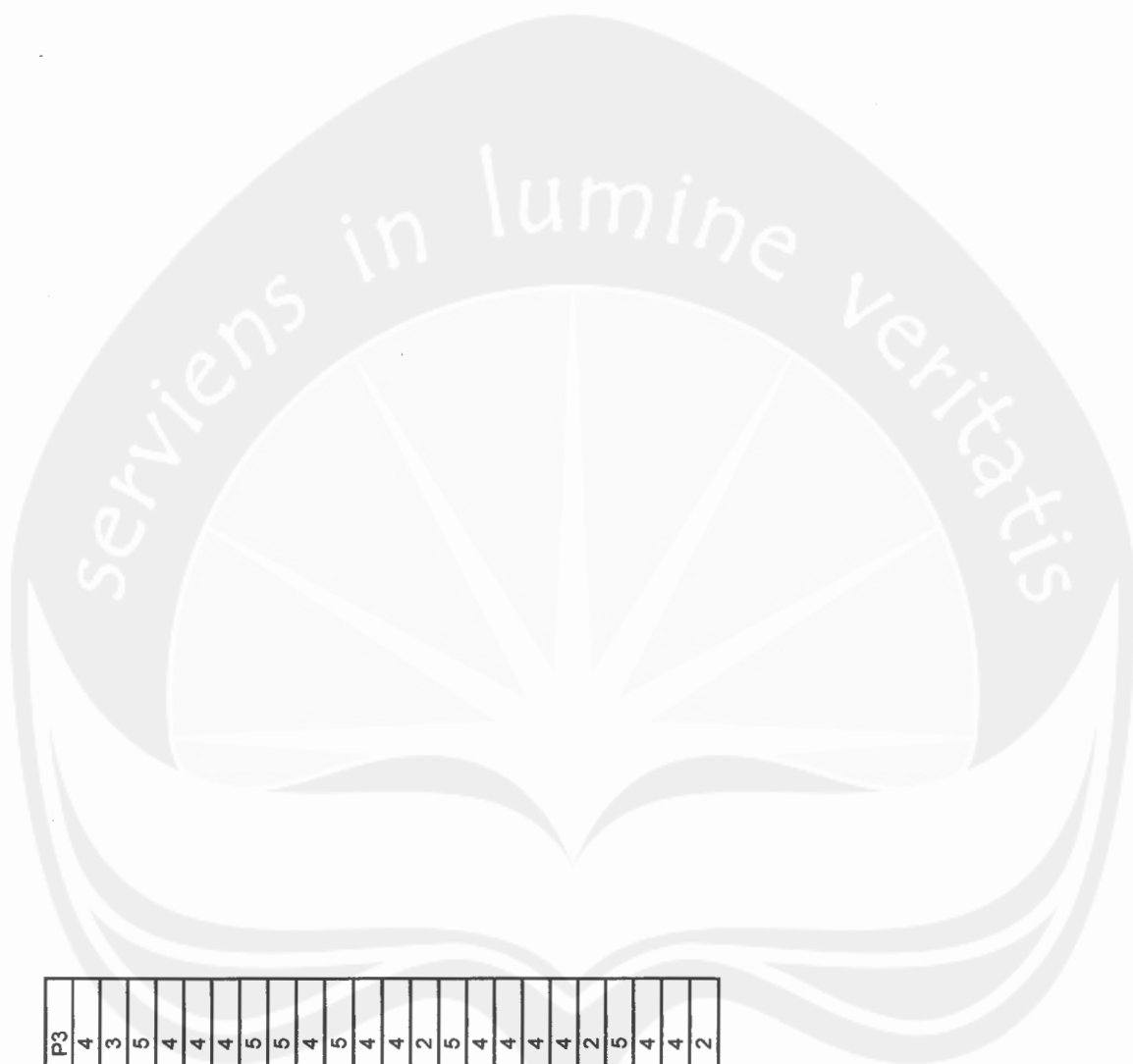
Responden	K2	P1	P2	P3
1	4	3	5	3
2	5	4	4	4
3	5	5	5	3
4	2	4	4	4
5	5	4	5	5
6	4	3	3	2
7	4	5	5	5
8	4	4	4	4
9	4	2	2	2
10	3	2	4	4
11	5	5	4	5
12	4	3	2	3
13	5	5	5	5
14	3	4	2	2
15	3	3	1	3
16	4	5	4	5
17	4	4	4	4
18	2	3	3	1
19	5	4	4	3
20	5	5	5	5
21	5	3	4	4
22	4	5	5	5
23	5	5	5	5
24	4	3	4	3
25	5	5	5	5
26	5	5	5	5
27	2	4	3	4
28	5	5	3	5
29	2	4	4	4
30	4	5	5	4
31	3	4	3	4
32	4	3	4	3
33	3	3	3	3
34	3	4	3	3
35	5	5	5	3
36	3	3	3	5
37	5	5	5	5





Responden	K2	P1	P2	P3
38	4	4	4	4
39	2	2	2	2
40	5	4	5	5
41	5	4	5	5
42	3	4	5	4
43	4	3	3	4
44	4	5	4	3
45	2	4	4	5
46	5	2	2	2
47	4	5	5	5
48	4	4	4	4
49	5	4	4	4
50	5	3	4	4
51	4	5	5	5
52	5	4	4	5
53	5	5	5	5
54	2	5	5	4
55	3	4	2	3
56	5	5	3	2
57	4	5	5	5
58	4	4	4	4
59	1	5	4	4
60	2	5	4	4
61	3	4	4	4
62	4	2	2	2
63	3	4	5	5
64	3	4	5	5
65	5	4	5	4
66	3	5	4	4
67	5	5	3	3
68	4	5	5	5
69	2	3	4	4
70	5	3	4	4
71	5	3	4	4
72	3	4	5	5
73	4	5	5	5
74	4	3	4	4
75	2	4	5	5
76	5	5	4	4
77	4	4	4	4

Responden	K2	P1	P2	P3
78	4	5	4	4
79	5	5	3	3
80	5	5	5	5
81	4	3	4	4
82	5	3	4	4
83	5	3	4	4
84	2	4	5	5
85	3	5	5	5
86	5	3	4	4
87	4	4	5	5
88	4	5	4	4
89	4	4	4	4
90	5	5	3	2
91	5	5	5	5
92	5	4	4	4
93	2	5	4	4
94	3	5	4	4
95	5	4	4	4
96	4	5	3	2
97	4	5	5	5
98	4	2	4	4
99	5	2	4	4
100	3	2	3	2



# DATA PENELITIAN JOGER

Responden	Jenis Kelamin	Usia Anda	Pendapatan	Asal Daerah	Pernah Membeli	DK1	DK2	H1	H2	H3	M1	M2	K1
1	1	1	1	1	2	5	5	3	4	5	4	4	5
2	1	1	1	1	1	5	4	4	4	4	5	5	4
3	2	1	1	4	1	2	3	3	3	5	5	5	5
4	2	1	2	1	1	3	4	4	4	4	2	4	4
5	1	1	2	1	1	5	5	5	5	5	5	5	5
6	2	1	2	5	1	4	3	2	3	3	4	2	3
7	1	1	2	5	1	4	4	5	5	5	4	4	5
8	1	2	2	5	2	4	4	4	4	4	4	4	4
9	2	2	2	1	2	5	3	2	2	2	4	4	2
10	1	2	2	1	2	3	2	4	4	4	3	3	4
11	1	2	2	1	2	4	3	5	3	4	5	5	4
12	2	1	2	1	1	5	3	3	5	2	4	4	2
13	2	1	2	1	1	5	5	5	5	5	5	5	5
14	2	1	3	1	1	2	4	2	2	2	3	4	2
15	2	1	1	1	1	3	1	3	3	1	3	4	1
16	2	1	1	1	1	5	4	5	5	4	4	3	4
17	1	2	1	1	1	4	4	4	4	4	4	3	4
18	2	2	2	3	1	4	4	1	2	3	2	2	3
19	2	2	2	3	1	3	3	3	3	4	5	5	4
20	2	3	2	3	1	5	4	5	5	5	5	5	5
21	1	3	2	3	2	4	3	4	5	4	5	5	4
22	1	3	2	3	2	5	5	5	5	5	4	4	5
23	2	3	3	2	2	5	3	5	4	5	5	5	5
24	2	3	3	2	2	4	4	3	3	4	4	4	4
25	2	3	3	2	2	5	4	5	5	5	5	5	5
26	2	3	3	2	2	5	4	5	5	5	5	5	5
27	1	3	3	2	2	4	3	4	4	3	2	2	3
28	2	3	3	2	2	5	4	5	4	3	5	5	3
29	2	3	3	2	2	5	3	4	4	4	2	4	4
30	2	3	3	2	2	2	3	4	5	5	4	2	5
31	2	3	3	2	1	3	5	3	4	4	5	4	4
32	2	3	3	3	1	4	4	4	4	3	3	5	3
33	1	3	2	4	1	5	5	3	3	3	4	5	3
34	2	3	2	4	1	4	4	4	3	4	4	4	4
35	2	3	2	4	1	4	5	5	5	5	5	5	5
36	2	3	2	4	1	3	3	2	2	3	2	3	3
37	2	2	2	3	1	5	5	5	5	5	4	4	5

Responden	Jenis Kelamin	Usia Anda	Pendapatan	Asal Daerah	Pernah Membeli	DK1	DK2	H1	H2	H3	M1	M2	K1
38	2	2	1	3	1	4	4	4	2	4	3	5	4
39	2	2	1	3	1	2	2	2	4	2	2	3	2
40	2	2	1	3	1	2	4	4	4	4	5	5	4
41	2	2	3	3	1	5	4	5	3	4	4	4	4
42	2	2	3	3	1	3	2	3	5	3	3	2	3
43	2	2	2	4	1	5	5	5	5	5	3	4	5
44	2	2	2	4	1	4	2	2	2	4	5	4	4
45	2	1	2	4	1	3	1	3	3	2	3	3	2
46	1	1	2	4	2	5	4	5	5	5	5	5	5
47	1	1	3	5	2	4	4	4	1	4	4	4	4
48	1	1	3	5	1	3	3	1	4	4	3	2	4
49	2	1	3	5	2	4	4	3	5	3	5	5	3
50	2	1	3	4	1	5	5	5	3	5	4	4	5
51	2	1	3	4	2	3	4	4	4	4	2	4	4
52	2	1	3	4	1	4	5	5	5	5	5	3	5
53	2	1	3	4	1	5	5	5	5	5	4	5	5
54	1	2	1	4	1	3	4	3	3	4	2	4	4
55	1	2	1	4	1	5	5	5	5	5	5	5	5
56	1	3	1	4	1	5	5	5	4	5	4	5	5
57	1	3	3	4	1	4	3	4	5	4	4	4	4
58	1	3	3	4	1	5	3	5	5	5	5	5	5
59	2	3	3	5	1	4	4	4	4	5	5	5	5
60	2	2	3	5	1	5	5	4	4	2	4	4	2
61	2	2	3	4	1	4	4	4	2	5	3	5	5
62	1	2	3	4	1	2	2	2	4	2	4	5	2
63	2	2	3	4	1	2	4	4	4	2	5	2	2
64	1	2	3	4	1	5	4	5	3	4	4	5	4
65	1	2	3	5	1	3	2	3	5	4	2	2	4
66	2	2	3	5	1	5	4	5	2	2	4	2	2
67	1	2	3	4	1	5	5	5	5	4	4	4	4
68	1	2	3	1	1	5	5	5	5	4	5	4	4
69	1	2	3	1	1	4	4	4	4	3	2	2	3
70	1	2	3	2	1	3	5	3	5	4	5	4	4
71	1	2	3	2	1	3	5	3	5	5	2	4	5
72	1	2	3	2	1	4	4	4	5	2	3	3	2
73	1	3	3	2	2	5	5	5	5	5	4	4	5
74	1	3	3	1	2	3	5	3	5	4	5	5	4
75	1	3	2	1	2	4	4	4	5	3	4	2	3
76	1	3	3	5	1	5	4	5	2	5	3	5	5
77	2	3	3	5	2	4	2	4	4	4	4	4	4

Responden	Jenis Kelamin	Usia Anda	Pendapatan	Asal Daerah	Pernah Membeli	DK1	DK2	H1	H2	H3	M1	M2	K1
78	2	3	3	5	2	5	4	5	2	4	2	3	4
79	1	3	3	1	1	5	5	5	5	5	5	5	5
80	1	2	3	1	1	5	5	5	5	5	4	4	5
81	1	2	3	1	1	4	4	4	4	4	4	4	4
82	1	2	3	1	1	3	5	3	3	5	3	5	5
83	1	2	3	1	1	3	2	3	2	5	5	5	5
84	1	2	3	5	1	4	4	4	3	5	4	4	5
85	1	2	3	5	1	5	2	5	2	5	5	5	5
86	1	1	3	5	1	3	5	3	5	4	5	5	4
87	2	1	3	1	1	4	4	4	3	3	3	5	3
88	2	1	3	1	1	5	4	5	2	3	3	5	3
89	2	1	2	4	2	4	2	4	4	4	5	4	4
90	2	2	2	1	1	5	2	5	4	5	4	3	5
91	2	2	2	1	1	4	3	4	5	3	4	3	3
92	2	2	2	4	1	5	3	5	5	5	5	4	5
93	2	2	2	4	1	4	4	4	4	4	4	5	4
94	2	2	2	4	1	2	3	4	4	2	2	3	2
95	1	2	2	4	1	4	4	4	2	3	5	5	3
96	1	2	2	4	1	5	5	5	4	5	5	4	5
97	1	2	1	4	1	4	3	4	5	5	2	2	5
98	1	2	2	2	2	5	3	5	5	2	2	3	2
99	2	2	2	2	2	4	4	4	4	5	5	5	5
100	1	2	3	2	2	5	5	5	4	4	5	5	4



Responden	K2	P1	P2	P3
1	4	3	5	4
2	5	4	4	5
3	5	3	5	5
4	2	4	4	2
5	5	5	5	5
6	4	2	3	4
7	4	5	5	4
8	4	4	4	4
9	4	2	2	4
10	3	4	4	3
11	5	5	4	5
12	4	3	2	4
13	5	5	5	5
14	3	2	2	3
15	3	3	1	3
16	4	5	4	4
17	4	4	4	4
18	2	1	3	2
19	5	3	4	5
20	5	5	5	5
21	5	4	4	5
22	4	5	5	4
23	5	5	5	5
24	4	3	4	4
25	5	5	5	5
26	5	5	5	5
27	2	4	3	2
28	5	5	3	5
29	2	4	4	2
30	4	4	5	4
31	5	3	4	3
32	3	4	3	4
33	4	3	3	3
34	4	3	4	3
35	5	3	5	5
36	2	2	3	3
37	4	2	5	5

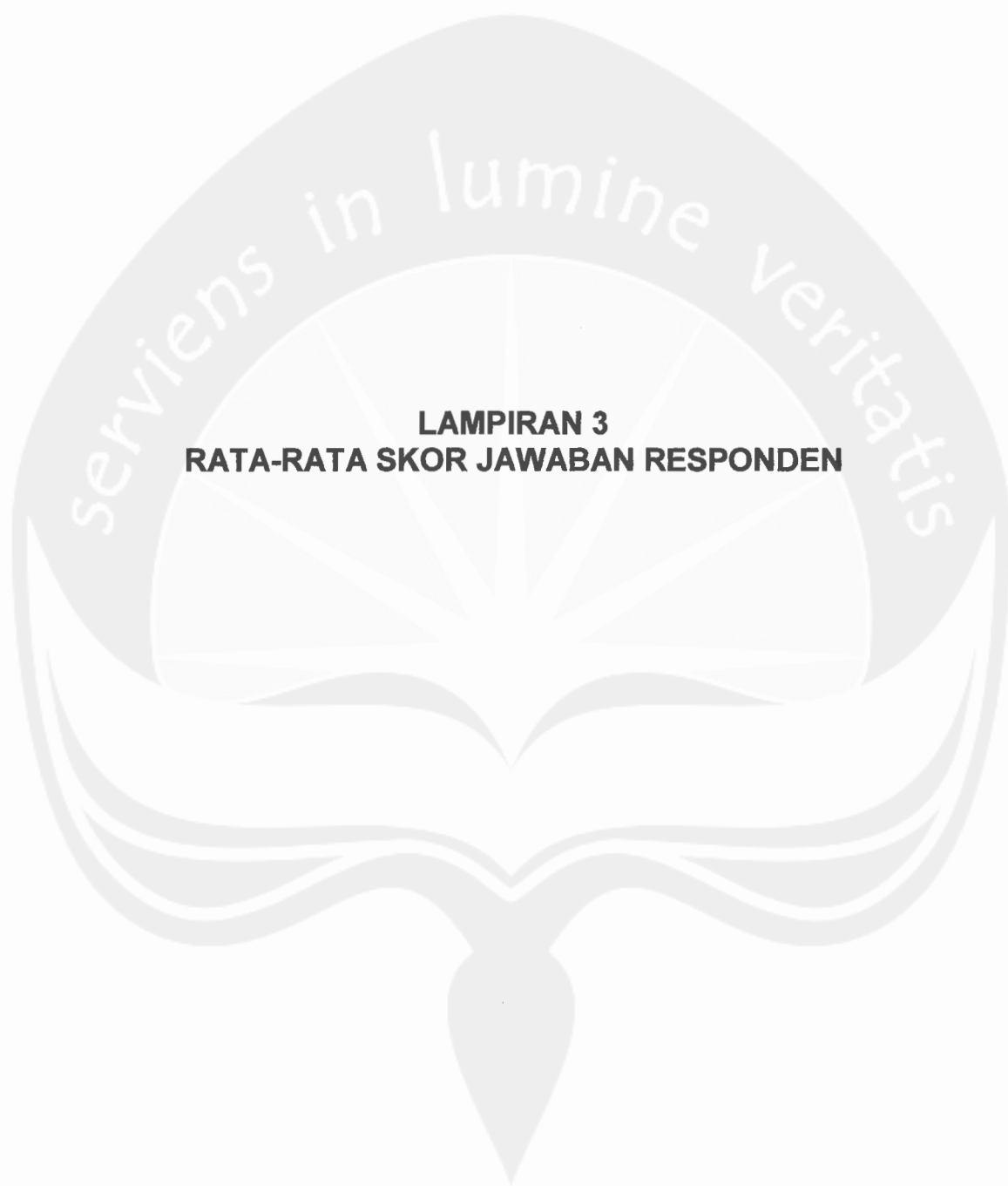


Responden	K2	P1	P2	P3
38	3	2	4	4
39	2	3	2	2
40	5	2	4	5
41	4	3	4	5
42	3	3	3	3
43	3	1	5	4
44	5	2	4	4
45	3	3	2	2
46	5	3	5	5
47	4	2	4	4
48	3	3	4	4
49	5	4	3	5
50	4	3	5	5
51	2	3	4	4
52	5	3	5	5
53	4	2	5	5
54	2	3	4	2
55	5	2	5	3
56	4	2	5	5
57	4	1	4	4
58	5	3	5	4
59	5	4	5	1
60	4	2	2	2
61	3	1	5	3
62	4	3	2	4
63	5	1	2	3
64	4	3	4	3
65	2	2	4	5
66	4	1	2	3
67	4	4	4	5
68	5	1	4	4
69	2	2	3	2
70	5	2	4	5
71	2	3	5	5
72	3	2	2	3
73	4	2	5	4
74	5	4	4	4
75	4	1	3	2
76	3	2	5	5
77	4	1	4	4

Responden	K2	P1	P2	P3
78	2	2	4	4
79	5	3	5	5
80	4	1	5	5
81	4	2	4	4
82	3	2	5	5
83	5	2	5	5
84	4	2	5	2
85	5	1	5	3
86	5	3	4	5
87	3	4	3	4
88	3	2	3	4
89	5	1	4	4
90	4	3	5	5
91	4	1	3	5
92	5	3	5	5
93	4	2	4	2
94	2	1	2	3
95	5	4	3	5
96	5	1	5	4
97	2	2	5	4
98	2	2	2	4
99	5	3	5	5
100	5	2	4	3

serviens in lumine veritatis





**LAMPIRAN 3**  
**RATA-RATA SKOR JAWABAN RESPONDEN**

# RATA-RATA SKOR JAWABAN DAGADU

Responden	DK1	DK2	Rata-Rata	H1	H2	H3	Rata-Rata	M1	M2	Rata-Rata	K1	K2	Rata-Rata
1	4	4	4.00	5	3	3	3.67	3	4	3.50	5	4	4.50
2	2	3	2.50	4	4	4	4.00	4	4	4.00	4	5	4.50
3	5	5	5.00	5	3	3	3.67	3	3	3.00	5	5	5.00
4	2	4	3.00	4	4	3	3.67	4	4	4.00	4	2	3.00
5	1	2	1.50	5	5	5	5.00	5	5	5.00	5	5	5.00
6	4	5	4.50	3	2	3	2.67	2	3	2.50	3	4	3.50
7	4	4	4.00	5	5	5	5.00	5	5	5.00	5	4	4.50
8	3	4	3.50	4	4	4	4.00	4	4	4.00	4	4	4.00
9	4	3	3.50	2	2	2	2.00	2	2	2.00	2	4	3.00
10	5	5	5.00	4	4	5	4.33	4	4	4.00	4	3	3.50
11	4	4	4.00	4	5	5	4.67	5	3	4.00	4	5	4.50
12	5	5	5.00	2	3	3	2.67	3	5	4.00	2	4	3.00
13	5	5	5.00	5	5	4	4.67	5	5	5.00	5	5	5.00
14	4	4	4.00	2	2	4	2.67	2	2	2.00	2	3	2.50
15	5	5	5.00	1	3	2	2.00	3	3	3.00	1	3	2.00
16	5	5	5.00	4	5	5	4.67	5	5	5.00	4	4	4.00
17	3	4	3.50	4	4	4	4.00	4	4	4.00	4	4	4.00
18	3	5	4.00	3	1	4	2.67	1	2	1.50	3	2	2.50
19	4	5	4.50	4	3	5	4.00	3	3	3.00	4	5	4.50
20	5	2	3.50	5	5	5	5.00	5	5	5.00	5	5	5.00
21	4	5	4.50	4	4	4	4.00	4	5	4.50	4	5	4.50
22	2	2	2.00	5	5	5	5.00	5	5	5.00	5	4	4.50
23	4	2	3.00	5	5	5	5.00	5	4	4.50	5	5	5.00
24	4	4	4.00	4	3	2	3.00	3	3	3.00	4	4	4.00
25	2	4	3.00	5	5	3	4.33	5	5	5.00	5	5	5.00
26	3	2	2.50	5	5	5	5.00	5	5	5.00	5	5	5.00
27	4	4	4.00	3	4	4	3.67	4	4	4.00	3	2	2.50
28	4	4	4.00	3	5	4	4.00	5	4	4.50	3	5	4.00
29	3	3	3.00	4	4	1	3.00	4	4	4.00	4	2	3.00
30	4	4	4.00	5	4	2	3.67	4	5	4.50	5	4	4.50
31	4	3	3.50	5	5	3	4.33	3	1	2.00	4	3	3.50
32	5	4	4.50	4	4	4	4.00	4	2	3.00	3	4	3.50
33	5	5	5.00	2	5	3	3.33	3	2	2.50	3	3	3.00
34	4	4	4.00	4	4	3	3.67	3	3	3.00	4	3	3.50
35	5	4	4.50	3	5	5	4.33	3	2	2.50	5	5	5.00
36	5	3	4.00	2	3	3	2.67	2	3	2.50	3	3	3.00
37	3	5	4.00	5	5	5	5.00	2	2	2.00	5	5	5.00

Responden	DK1	DK2	Rata-Rata	H1	H2	H3	Rata-Rata	M1	M2	Rata-Rata	K1	K2	Rata-Rata
38	4	4	4.00	4	4	4	4.00	2	2	2.00	4	4	4.00
39	2	2	2.00	3	2	2	2.33	3	3	3.00	2	2	2.00
40	4	2	3.00	3	4	5	4.00	2	2	2.00	4	5	4.50
41	4	5	4.50	5	4	5	4.67	3	3	3.00	4	5	4.50
42	5	3	4.00	3	2	3	2.67	3	3	3.00	3	3	3.00
43	2	5	3.50	5	5	4	4.67	1	1	1.00	5	4	4.50
44	2	4	3.00	4	2	4	3.33	2	2	2.00	4	4	4.00
45	1	3	2.00	3	1	2	2.00	3	3	3.00	2	2	2.00
46	4	5	4.50	5	4	5	4.67	3	3	3.00	5	5	5.00
47	4	4	4.00	4	4	4	4.00	2	2	2.00	4	4	4.00
48	3	3	3.00	2	3	4	3.00	3	3	3.00	4	4	4.00
49	4	4	4.00	5	4	5	4.67	4	2	3.00	3	5	4.00
50	5	5	5.00	4	5	5	4.67	3	2	2.50	5	5	5.00
51	5	3	4.00	2	4	4	3.33	3	3	3.00	4	4	4.00
52	5	4	4.50	5	5	5	5.00	3	2	2.50	5	5	5.00
53	4	5	4.50	4	5	5	4.67	2	3	2.50	5	5	5.00
54	4	3	3.50	4	4	2	3.33	3	3	3.00	4	2	3.00
55	5	5	5.00	5	5	3	4.33	2	1	1.50	5	3	4.00
56	5	5	5.00	5	5	5	5.00	2	2	2.00	5	5	5.00
57	3	4	3.50	4	3	4	3.67	1	3	2.00	4	4	4.00
58	3	5	4.00	3	3	4	3.33	3	3	3.00	5	4	4.50
59	4	4	4.00	4	4	4	4.00	4	2	3.00	5	1	3.00
60	5	5	5.00	5	5	5	5.00	2	3	2.50	2	2	2.00
61	5	4	4.50	4	4	5	4.33	1	2	1.50	5	3	4.00
62	4	3	3.50	2	2	5	3.00	3	1	2.00	2	4	3.00
63	5	3	4.00	4	4	2	3.33	1	2	1.50	2	3	2.50
64	4	4	4.00	4	4	3	3.67	3	2	2.50	4	3	3.50
65	5	5	5.00	5	2	5	4.00	2	3	2.50	4	5	4.50
66	3	3	3.00	2	3	4	3.00	1	2	1.50	2	3	2.50
67	5	5	5.00	5	4	4	4.33	4	3	3.50	4	5	4.50
68	4	4	4.00	2	4	4	3.33	1	3	2.00	4	4	4.00
69	2	2	2.00	3	3	5	3.67	2	4	3.00	3	2	2.50
70	4	4	4.00	4	4	3	3.67	2	2	2.00	4	5	4.50
71	4	5	4.50	5	4	4	4.33	3	3	3.00	5	5	5.00
72	3	2	2.50	4	3	5	4.00	2	1	1.50	2	3	2.50
73	4	5	4.50	3	4	5	4.00	2	2	2.00	5	4	4.50
74	4	4	4.00	4	4	2	3.33	4	3	3.50	4	4	4.00
75	3	3	3.00	2	3	3	2.67	1	1	1.00	3	2	2.50
76	3	5	4.00	5	3	3	3.67	2	2	2.00	5	5	5.00
77	4	4	4.00	4	4	4	4.00	1	2	1.50	4	4	4.00

Responden	DK1	DK2	Rata-Rata	H1	H2	H3	Rata-Rata	M1	M2	Rata-Rata	K1	K2	Rata-Rata
78	3	4	3.50	4	3	5	4.00	2	3	2.50	4	4	4.00
79	4	5	4.50	3	4	4	3.67	3	2	2.50	5	5	5.00
80	4	5	4.50	5	4	4	4.33	1	2	1.50	5	5	5.00
81	3	4	3.50	4	3	3	3.33	2	3	2.50	4	4	4.00
82	4	5	4.50	5	4	5	4.67	2	2	2.00	5	5	5.00
83	4	5	4.50	5	4	4	4.33	2	1	1.50	5	5	5.00
84	3	5	4.00	3	3	2	2.67	2	2	2.00	5	2	3.50
85	4	5	4.50	3	4	2	3.00	1	2	1.50	5	3	4.00
86	4	4	4.00	5	4	5	4.67	3	1	2.00	4	5	4.50
87	3	3	3.00	4	3	3	3.33	4	2	3.00	3	4	3.50
88	3	3	3.00	4	3	5	4.00	2	2	2.00	3	4	3.50
89	4	4	4.00	5	4	4	4.33	1	3	2.00	4	4	4.00
90	5	5	5.00	4	5	3	4.00	3	1	2.00	5	5	5.00
91	3	3	3.00	2	3	5	3.33	1	2	1.50	3	5	4.00
92	3	5	4.00	5	3	4	4.00	3	3	3.00	5	5	5.00
93	4	4	4.00	5	4	3	4.00	2	2	2.00	4	2	3.00
94	5	2	3.50	2	5	4	3.67	1	2	1.50	2	3	2.50
95	4	3	3.50	2	4	5	3.67	4	3	3.50	3	5	4.00
96	2	5	3.50	5	2	3	3.33	1	1	1.00	5	4	4.50
97	3	5	4.00	5	3	4	4.00	2	2	2.00	5	4	4.50
98	3	2	2.50	3	3	5	3.67	2	2	2.00	2	4	3.00
99	4	5	4.50	4	4	3	3.67	3	3	3.00	5	5	5.00
100	5	4	4.50	4	5	5	4.67	2	2	2.00	4	3	3.50
Rata-rata			3.88				3.84			2.78			3.94

serviens in lumine veritatis

Responden	P1	P2	P3	Rata-Rata
1	3	5	3	3.67
2	4	4	4	4.00
3	5	5	3	4.33
4	4	4	4	4.00
5	4	5	5	4.67
6	3	3	2	2.67
7	5	5	5	5.00
8	4	4	4	4.00
9	2	2	2	2.00
10	2	4	4	3.33
11	5	4	5	4.67
12	3	2	3	2.67
13	5	5	5	5.00
14	4	2	2	2.67
15	3	1	3	2.33
16	5	4	5	4.67
17	4	4	4	4.00
18	3	3	1	2.33
19	4	4	3	3.67
20	5	5	5	5.00
21	3	4	4	3.67
22	5	5	5	5.00
23	5	5	5	5.00
24	3	4	3	3.33
25	5	5	5	5.00
26	5	5	5	5.00
27	4	3	4	3.67
28	5	3	5	4.33
29	4	4	4	4.00
30	5	5	4	4.67
31	4	3	4	3.67
32	3	4	3	3.33
33	3	3	3	3.00
34	4	3	3	3.33
35	5	5	3	4.33
36	3	3	5	3.67
37	5	5	5	5.00



Responden	P1	P2	P3	Rata-Rata
38	4	4	4	4.00
39	2	2	2	2.00
40	4	5	5	4.67
41	4	5	5	4.67
42	4	5	4	4.33
43	3	3	4	3.33
44	5	4	3	4.00
45	4	4	5	4.33
46	2	2	2	2.00
47	5	5	5	5.00
48	4	4	4	4.00
49	4	4	4	4.00
50	3	4	4	3.67
51	5	5	5	5.00
52	4	4	5	4.33
53	5	5	5	5.00
54	5	5	4	4.67
55	4	2	3	3.00
56	5	3	2	3.33
57	5	5	5	5.00
58	4	4	4	4.00
59	5	4	4	4.33
60	5	4	4	4.33
61	4	4	4	4.00
62	2	2	2	2.00
63	4	5	5	4.67
64	4	5	5	4.67
65	4	5	4	4.33
66	5	4	4	4.33
67	5	3	3	3.67
68	5	5	5	5.00
69	3	4	4	3.67
70	3	4	4	3.67
71	3	4	4	3.67
72	4	5	5	4.67
73	5	5	5	5.00
74	3	4	4	3.67
75	4	5	5	4.67
76	5	4	4	4.33
77	4	4	4	4.00

Responden	P1	P2	P3	Rata-Rata
78	5	4	4	4.33
79	5	3	3	3.67
80	5	5	5	5.00
81	3	4	4	3.67
82	3	4	4	3.67
83	3	4	4	3.67
84	4	5	5	4.67
85	5	5	5	5.00
86	3	4	4	3.67
87	4	5	5	4.67
88	5	4	4	4.33
89	4	4	4	4.00
90	5	3	2	3.33
91	5	5	5	5.00
92	4	4	4	4.00
93	5	4	4	4.33
94	5	4	4	4.33
95	4	4	4	4.00
96	5	3	2	3.33
97	5	5	5	5.00
98	2	4	4	3.33
99	2	4	4	3.33
100	2	3	2	2.33
Rata-rata				4.00

serviens in lumine veritatis

# RATA-RATA SKOR JAWABAN JOGER

Responden	DK1	DK2	Rata-Rata	H1	H2	H3	Rata-Rata	M1	M2	Rata-Rata	K1	K2	Rata-Rata
1	5	5	5.00	3	4	5	4.00	4	4	4.00	5	4	4.50
2	5	4	4.50	4	4	4	4.00	5	5	5.00	4	5	4.50
3	2	3	2.50	3	3	5	3.67	5	5	5.00	5	5	5.00
4	3	4	3.50	4	4	4	4.00	2	4	3.00	4	2	3.00
5	5	5	5.00	5	5	5	5.00	5	5	5.00	5	5	5.00
6	4	3	3.50	2	3	3	2.67	4	2	3.00	3	4	3.50
7	4	4	4.00	5	5	5	5.00	4	4	4.00	5	4	4.50
8	4	4	4.00	4	4	4	4.00	4	4	4.00	4	4	4.00
9	5	3	4.00	2	2	2	2.00	4	4	4.00	2	4	3.00
10	3	2	2.50	4	4	4	4.00	3	3	3.00	4	3	3.50
11	4	3	3.50	5	3	4	4.00	5	5	5.00	4	5	4.50
12	5	3	4.00	3	5	2	3.33	4	4	4.00	2	4	3.00
13	5	5	5.00	5	5	5	5.00	5	5	5.00	5	5	5.00
14	2	4	3.00	2	2	2	2.00	3	4	3.50	2	3	2.50
15	3	1	2.00	3	3	1	2.33	3	4	3.50	1	3	2.00
16	5	4	4.50	5	5	4	4.67	4	3	3.50	4	4	4.00
17	4	4	4.00	4	4	4	4.00	4	3	3.50	4	4	4.00
18	4	4	4.00	1	2	3	2.00	2	2	2.00	3	2	2.50
19	3	3	3.00	3	3	4	3.33	5	5	5.00	4	5	4.50
20	5	4	4.50	5	5	5	5.00	5	5	5.00	5	5	5.00
21	4	3	3.50	4	5	4	4.33	5	5	5.00	4	5	4.50
22	5	5	5.00	5	5	5	5.00	4	4	4.00	5	4	4.50
23	5	3	4.00	5	4	5	4.67	5	5	5.00	5	5	5.00
24	4	4	4.00	3	3	4	3.33	4	4	4.00	4	4	4.00
25	5	4	4.50	5	5	5	5.00	5	5	5.00	5	5	5.00
26	5	4	4.50	5	5	5	5.00	5	5	5.00	5	5	5.00
27	4	3	3.50	4	4	3	3.67	2	2	2.00	3	2	2.50
28	5	4	4.50	5	4	3	4.00	5	5	5.00	3	5	4.00
29	5	3	4.00	4	4	4	4.00	2	4	3.00	4	2	3.00
30	2	3	2.50	4	5	5	4.67	4	2	3.00	5	4	4.50
31	3	5	4.00	3	4	4	3.67	5	4	4.50	4	5	4.50
32	4	4	4.00	4	4	3	3.67	3	5	4.00	3	3	3.00
33	5	5	5.00	3	3	3	3.00	4	5	4.50	3	4	3.50
34	4	4	4.00	4	3	4	3.67	4	4	4.00	4	4	4.00
35	4	5	4.50	5	5	5	5.00	5	5	5.00	5	5	5.00
36	3	3	3.00	2	2	3	2.33	2	3	2.50	3	2	2.50
37	5	5	5.00	5	5	5	5.00	4	4	4.00	5	4	4.50



Responden	DK1	DK2	Rata-Rata	H1	H2	H3	Rata-Rata	M1	M2	Rata-Rata	K1	K2	Rata-Rata
38	4	4	4.00	4	2	4	3.33	3	5	4.00	4	3	3.50
39	2	2	2.00	2	4	2	2.67	2	3	2.50	2	2	2.00
40	2	4	3.00	4	4	4	4.00	5	5	5.00	4	5	4.50
41	5	4	4.50	5	3	4	4.00	4	4	4.00	4	4	4.00
42	3	2	2.50	3	5	3	3.67	3	2	2.50	3	3	3.00
43	5	5	5.00	5	5	5	5.00	3	4	3.50	5	3	4.00
44	4	2	3.00	2	2	4	2.67	5	4	4.50	4	5	4.50
45	3	1	2.00	3	3	2	2.67	3	3	3.00	2	3	2.50
46	5	4	4.50	5	5	5	5.00	5	5	5.00	5	5	5.00
47	4	4	4.00	4	1	4	3.00	4	4	4.00	4	4	4.00
48	3	3	3.00	1	4	4	3.00	3	2	2.50	4	3	3.50
49	4	4	4.00	3	5	3	3.67	5	5	5.00	3	5	4.00
50	5	5	5.00	5	3	5	4.33	4	4	4.00	5	4	4.50
51	3	4	3.50	4	4	4	4.00	2	4	3.00	4	2	3.00
52	4	5	4.50	5	5	5	5.00	5	3	4.00	5	5	5.00
53	5	5	5.00	5	5	5	5.00	4	5	4.50	5	4	4.50
54	3	4	3.50	3	3	4	3.33	2	4	3.00	4	2	3.00
55	5	5	5.00	5	5	5	5.00	5	5	5.00	5	5	5.00
56	5	5	5.00	5	4	5	4.67	4	5	4.50	5	4	4.50
57	4	3	3.50	4	5	4	4.33	4	4	4.00	4	4	4.00
58	5	3	4.00	5	5	5	5.00	5	5	5.00	5	5	5.00
59	4	4	4.00	4	4	5	4.33	5	5	5.00	5	5	5.00
60	5	5	5.00	4	4	2	3.33	4	4	4.00	2	4	3.00
61	4	4	4.00	4	2	5	3.67	3	5	4.00	5	3	4.00
62	2	2	2.00	2	4	2	2.67	4	5	4.50	2	4	3.00
63	2	4	3.00	4	4	2	3.33	5	2	3.50	2	5	3.50
64	5	4	4.50	5	3	4	4.00	4	5	4.50	4	4	4.00
65	3	2	2.50	3	5	4	4.00	2	2	2.00	4	2	3.00
66	5	4	4.50	5	2	2	3.00	4	2	3.00	2	4	3.00
67	5	5	5.00	5	5	4	4.67	4	4	4.00	4	4	4.00
68	5	5	5.00	5	5	4	4.67	5	4	4.50	4	5	4.50
69	4	4	4.00	4	4	3	3.67	2	2	2.00	3	2	2.50
70	3	5	4.00	3	5	4	4.00	5	4	4.50	4	5	4.50
71	3	5	4.00	3	5	5	4.33	2	4	3.00	5	2	3.50
72	4	4	4.00	4	5	2	3.67	3	3	3.00	2	3	2.50
73	5	5	5.00	5	5	5	5.00	4	4	4.00	5	4	4.50
74	3	5	4.00	3	5	4	4.00	5	5	5.00	4	5	4.50
75	4	4	4.00	4	5	3	4.00	4	2	3.00	3	4	3.50
76	5	4	4.50	5	2	5	4.00	3	5	4.00	5	3	4.00
77	4	2	3.00	4	4	4	4.00	4	4	4.00	4	4	4.00

Responden	DK1	DK2	Rata-Rata	H1	H2	H3	Rata-Rata	M1	M2	Rata-Rata	K1	K2	Rata-Rata
78	5	4	4.50	5	2	4	3.67	2	3	2.50	4	2	3.00
79	5	5	5.00	5	5	5	5.00	5	5	5.00	5	5	5.00
80	5	5	5.00	5	5	5	5.00	4	4	4.00	5	4	4.50
81	4	4	4.00	4	4	4	4.00	4	4	4.00	4	4	4.00
82	3	5	4.00	3	3	5	3.67	3	5	4.00	5	3	4.00
83	3	2	2.50	3	2	5	3.33	5	5	5.00	5	5	5.00
84	4	4	4.00	4	3	5	4.00	4	4	4.00	5	4	4.50
85	5	2	3.50	5	2	5	4.00	5	5	5.00	5	5	5.00
86	3	5	4.00	3	5	4	4.00	5	5	5.00	4	5	4.50
87	4	4	4.00	4	3	3	3.33	3	5	4.00	3	3	3.00
88	5	4	4.50	5	2	3	3.33	3	5	4.00	3	3	3.00
89	4	2	3.00	4	4	4	4.00	5	4	4.50	4	5	4.50
90	5	2	3.50	5	4	5	4.67	4	3	3.50	5	4	4.50
91	4	3	3.50	4	5	3	4.00	4	3	3.50	3	4	3.50
92	5	3	4.00	5	5	5	5.00	5	4	4.50	5	5	5.00
93	4	4	4.00	4	4	4	4.00	4	5	4.50	4	4	4.00
94	2	3	2.50	4	4	2	3.33	2	3	2.50	2	2	2.00
95	4	4	4.00	4	2	3	3.00	5	5	5.00	3	5	4.00
96	5	5	5.00	5	4	5	4.67	5	4	4.50	5	5	5.00
97	4	3	3.50	4	5	5	4.67	2	2	2.00	5	2	3.50
98	5	3	4.00	5	5	2	4.00	2	3	2.50	2	2	2.00
99	4	4	4.00	4	4	5	4.33	5	5	5.00	5	5	5.00
100	5	5	5.00	5	4	4	4.33	5	5	5.00	4	5	4.50
Rata-rata			3.93				3.95			3.97			3.93

serviens in lumine veritatis

Responden	P1	P2	P3	Rata-Rata
1	3	5	4	4.00
2	4	4	5	4.33
3	3	5	5	4.33
4	4	4	2	3.33
5	5	5	5	5.00
6	2	3	4	3.00
7	5	5	4	4.67
8	4	4	4	4.00
9	2	2	4	2.67
10	4	4	3	3.67
11	5	4	5	4.67
12	3	2	4	3.00
13	5	5	5	5.00
14	2	2	3	2.33
15	3	1	3	2.33
16	5	4	4	4.33
17	4	4	4	4.00
18	1	3	2	2.00
19	3	4	5	4.00
20	5	5	5	5.00
21	4	4	5	4.33
22	5	5	4	4.67
23	5	5	5	5.00
24	3	4	4	3.67
25	5	5	5	5.00
26	5	5	5	5.00
27	4	3	2	3.00
28	5	3	5	4.33
29	4	4	2	3.33
30	4	5	4	4.33
31	3	4	3	3.33
32	4	3	4	3.67
33	3	3	3	3.00
34	3	4	3	3.33
35	3	5	5	4.33
36	2	3	3	2.67
37	2	5	5	4.00

Responden	P1	P2	P3	Rata-Rata
38	2	4	4	3.33
39	3	2	2	2.33
40	2	4	5	3.67
41	3	4	5	4.00
42	3	3	3	3.00
43	1	5	4	3.33
44	2	4	4	3.33
45	3	2	2	2.33
46	3	5	5	4.33
47	2	4	4	3.33
48	3	4	4	3.67
49	4	3	5	4.00
50	3	5	5	4.33
51	3	4	4	3.67
52	3	5	5	4.33
53	2	5	5	4.00
54	3	4	2	3.00
55	2	5	3	3.33
56	2	5	5	4.00
57	1	4	4	3.00
58	3	5	4	4.00
59	4	5	1	3.33
60	2	2	2	2.00
61	1	5	3	3.00
62	3	2	4	3.00
63	1	2	3	2.00
64	3	4	3	3.33
65	2	4	5	3.67
66	1	2	3	2.00
67	4	4	5	4.33
68	1	4	4	3.00
69	2	3	2	2.33
70	2	4	5	3.67
71	3	5	5	4.33
72	2	2	3	2.33
73	2	5	4	3.67
74	4	4	4	4.00
75	1	3	2	2.00
76	2	5	5	4.00
77	1	4	4	3.00

Responden	P1	P2	P3	Rata-Rata
78	2	4	4	3.33
79	3	5	5	4.33
80	1	5	5	3.67
81	2	4	4	3.33
82	2	5	5	4.00
83	2	5	5	4.00
84	2	5	2	3.00
85	1	5	3	3.00
86	3	4	5	4.00
87	4	3	4	3.67
88	2	3	4	3.00
89	1	4	4	3.00
90	3	5	5	4.33
91	1	3	5	3.00
92	3	5	5	4.33
93	2	4	2	2.67
94	1	2	3	2.00
95	4	3	5	4.00
96	1	5	4	3.33
97	2	5	4	3.67
98	2	2	4	2.67
99	3	5	5	4.33
100	2	4	3	3.00
Rata-rata				3.56



**LAMPIRAN 4**  
**VALIDITAS DAN RELIABILITAS DAGADU**  
**RESPONDEN = 30 Orang**

## Reliability Desain Kalimat

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

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### RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	DK1	3.7000	1.0875	30.0
2.	DK2	3.9000	1.0619	30.0
Statistics for SCALE				
	Mean	Variance	Std Dev	N of Variables
	7.6000	3.4897	1.8681	2
Item-total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
DK1	3.9000	1.1276	.5106	.
DK2	3.7000	1.1828	.5106	.
Reliability Coefficients				
N of Cases =		30.0	N of Items =	
Alpha =		.6759		

## Reliability Harga

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

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### RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	H1	3.9333	1.1121	30.0
2.	H2	3.8667	1.1366	30.0
3.	H3	3.7667	1.1651	30.0

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	11.5667	7.6333	2.7628	3

#### Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
H1	7.6333	3.8954	.5698	.6397
H2	7.7000	3.5276	.6590	.5292
H3	7.8000	4.0966	.4621	.7654

#### Reliability Coefficients

N of Cases = 30.0

N of Items = 3

Alpha = .7363



## Reliability Merek

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

RELIABILITY ANALYSIS - SCALE (ALPHA)				
		Mean	Std Dev	Cases
1.	M1	3.8667	1.1366	30.0
2.	M2	3.9667	.9994	30.0
Statistics for SCALE				
	Mean	Variance	Std Dev	N of Variables
	7.8333	4.0747	2.0186	2
Item-total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
M1	3.9667	.9989	.7852	.
M2	3.8667	1.2920	.7852	.
Reliability Coefficients				
N of Cases =		30.0	N of Items =	
Alpha =		.8756		

## Reliability Kemasan

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

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### RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	K1	3.9333	1.1121	30.0
2.	K2	4.0333	1.0334	30.0

Statistics for SCALE	Mean	Variance	Std Dev	N of Variables
	7.9667	3.3437	1.8286	2

#### Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
K1	4.0333	1.0678	.4521	.
K2	3.9333	1.2368	.4521	.

#### Reliability Coefficients

N of Cases = 30.0

N of Items = 2

Alpha = .6215

## Reliability Promosi

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

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### RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	P1	4.0333	.9643	30.0
2.	P2	3.9333	1.1121	30.0
3.	P3	3.8667	1.1366	30.0

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	11.8333	7.7989	2.7926	3

#### Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
P1	7.8000	4.0966	.7102	.7654
P2	7.9000	3.7483	.6534	.8145
P3	7.9667	3.4126	.7368	.7302

#### Reliability Coefficients

N of Cases = 30.0

N of Items = 3

Alpha = .8348



**LAMPIRAN 5**  
**VALIDITAS DAN RELIABILITAS JOGER**  
**RESPONDEN = 30 Orang**

## Reliability Desain Kalimat

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

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### RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	DK1	4.1333	1.0080	30.0
2.	DK2	3.6000	.8944	30.0
Statistics for SCALE				
	Mean	Variance	Std Dev	N of Variables
	7.7333	2.6161	1.6174	2
Item-total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
DK1	3.6000	.8000	.4437	.
DK2	4.1333	1.0161	.4437	.
Reliability Coefficients				
N of Cases =		30.0	N of Items =	
Alpha =		.6116		

## Reliability Harga

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

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### RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	H1	3.8667	1.1366	30.0
2.	H2	3.9667	.9994	30.0
3.	H3	3.9333	1.1121	30.0

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	11.7667	8.1851	2.8610	3

#### Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
H1	7.9000	3.5414	.7835	.7374
H2	7.8000	4.0966	.7637	.7654
H3	7.8333	4.0747	.6400	.8756

#### Reliability Coefficients

N of Cases = 30.0

N of Items = 3

Alpha = .8535

## Reliability Merek

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   ( A L P H A )				
		Mean	Std Dev	Cases
1.	M1	4.0333	1.0334	30.0
2.	M2	4.0333	1.0334	30.0
Statistics for SCALE		Mean 8.0667	Variance 3.5816	Std Dev 1.8925
		N of Variables 2		
Item-total Statistics				
		Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation
				Alpha if Item Deleted
M1		4.0333	1.0678	.6771
M2		4.0333	1.0678	.6771
Reliability Coefficients				
N of Cases =		30.0		N of Items = 2
Alpha =		.8074		

## Reliability Kemasan

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

-

### RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	K1	3.9333	1.1121	30.0
2.	K2	4.0333	1.0334	30.0

Statistics for SCALE	Mean	Variance	Std Dev	N of Variables
	7.9667	3.3437	1.8286	2

#### Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
K1	4.0333	1.0678	.4521	.
K2	3.9333	1.2368	.4521	.

#### Reliability Coefficients

N of Cases = 30.0                      N of Items = 2

Alpha = .6215



## Reliability Promosi

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

—

### RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	P1	3.8667	1.1366	30.0
2.	P2	3.9333	1.1121	30.0
3.	P3	4.0333	1.0334	30.0

Statistics for SCALE	Mean	Variance	Std Dev	N of Variables
	11.8333	7.2471	2.6920	3

#### Item-total Statistics

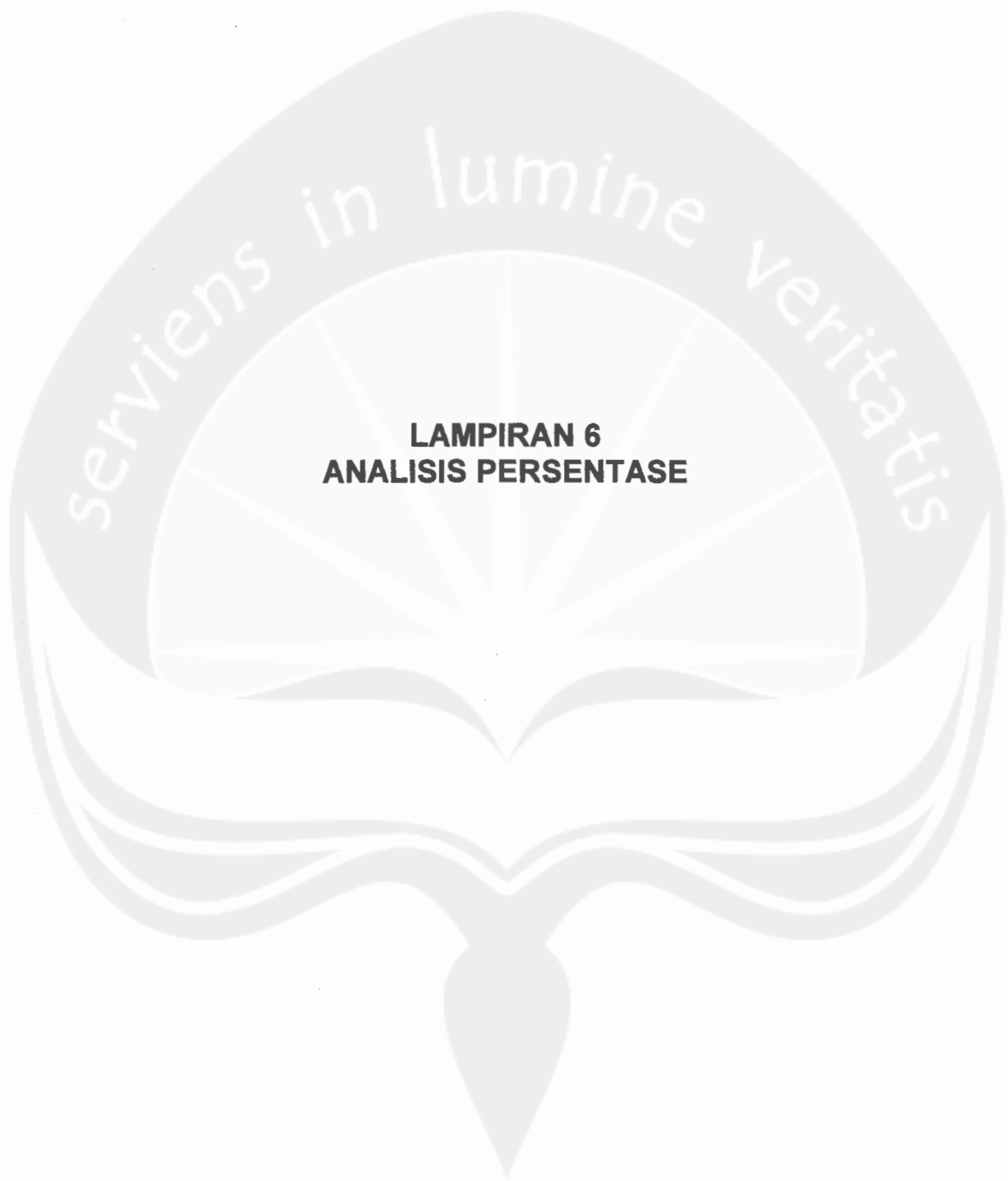
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
P1	7.9667	3.3437	.6282	.6215
P2	7.9000	3.4034	.6353	.6133
P3	7.8000	4.0966	.4979	.7654

#### Reliability Coefficients

N of Cases = 30.0

N of Items = 3

Alpha = .7556



**LAMPIRAN 6**  
**ANALISIS PERSENTASE**

## Frequency Table DAGADU

### Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	54	54.0	54.0	54.0
	2.00	46	46.0	46.0	100.0
	Total	100	100.0	100.0	

### Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	39	39.0	39.0	39.0
	2.00	33	33.0	33.0	72.0
	3.00	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

### Pedapatan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	13	13.0	13.0	13.0
	2.00	49	49.0	49.0	62.0
	3.00	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

### Asal Daerah

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	18	18.0	18.0	18.0
	2.00	18	18.0	18.0	36.0
	3.00	12	12.0	12.0	48.0
	4.00	39	39.0	39.0	87.0
	5.00	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

### Pernah Membeli

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	76	76.0	76.0	76.0
	2.00	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

## Frequency Table JOGER

### Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	57	57.0	57.0	57.0
	2.00	43	43.0	43.0	100.0
	Total	100	100.0	100.0	

### Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	31	31.0	31.0	31.0
	2.00	47	47.0	47.0	78.0
	3.00	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

### Pedapatan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	10	10.0	10.0	10.0
	2.00	35	35.0	35.0	45.0
	3.00	55	55.0	55.0	100.0
	Total	100	100.0	100.0	

### Asal Daerah

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	26	26.0	26.0	26.0
	2.00	16	16.0	16.0	42.0
	3.00	12	12.0	12.0	54.0
	4.00	30	30.0	30.0	84.0
	5.00	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

### Pernah Membeli

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	72	72.0	72.0	72.0
	2.00	28	28.0	28.0	100.0
	Total	100	100.0	100.0	



**LAMPIRAN 7**  
**UJI T DAN ANOVA DAGADU**

## T-Test Jenis Kelamin

Group Statistics

	Jenis Kelamin	N	Mean	Std. Deviation	Std. Error Mean
Desain Kalimat	1.00	54	3.8981	.76713	.10439
	2.00	46	3.8587	.85416	.12594
Harga	1.00	54	3.8094	.78106	.10629
	2.00	46	3.8767	.72513	.10691
Merek	1.00	54	3.0000	1.22859	.16719
	2.00	46	2.5109	.77810	.11472
Kemasan	1.00	54	3.9537	.85378	.11619
	2.00	46	3.9239	.93670	.13811
Promosi	1.00	54	4.0619	.81953	.11152
	2.00	46	3.9350	.78154	.11523

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Desain Kalimat	Equal variances assumed	1.154	.285	.243	98	.808	.0395	.16217	-.28237	.36128
	Equal variances not assumed			.241	91.433	.810	.0395	.16358	-.28546	.36436
Harga	Equal variances assumed	.218	.642	-.444	98	.658	-.0673	.15166	-.36827	.23368
	Equal variances not assumed			-.446	97.250	.656	-.0673	.15076	-.36650	.23191
Merek	Equal variances assumed	17.488	.000	2.330	98	.022	.4891	.20989	.07260	.90566
	Equal variances not assumed			2.412	90.920	.018	.4891	.20277	.08636	.89191
Kemasan	Equal variances assumed	.681	.411	.166	98	.868	.0298	.17914	-.32570	.38528
	Equal variances not assumed			.165	92.077	.869	.0298	.18048	-.32866	.38824
Promosi	Equal variances assumed	.213	.646	.788	98	.433	.1269	.16098	-.19260	.44631
	Equal variances not assumed			.791	96.727	.431	.1269	.16036	-.19143	.44514

## Oneway Usia

### Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Desain Kalimat	1.00	39	3.7179	.78468	.12565	3.4636	3.9723	2.00	5.00
	2.00	33	4.0152	.83371	.14513	3.7195	4.3108	1.50	5.00
	3.00	28	3.9464	.78574	.14849	3.6417	4.2511	2.00	5.00
	Total	100	3.8800	.80441	.08044	3.7204	4.0396	1.50	5.00
Harga	1.00	39	3.8464	.83049	.13298	3.5772	4.1156	2.00	5.00
	2.00	33	3.9600	.70580	.12286	3.7097	4.2103	2.67	5.00
	3.00	28	3.6911	.69012	.13042	3.4235	3.9587	2.00	5.00
	Total	100	3.8404	.75282	.07528	3.6910	3.9898	2.00	5.00
Merek	1.00	39	2.8333	1.07809	.17263	2.4839	3.1828	1.00	5.00
	2.00	33	2.9697	1.06756	.18584	2.5912	3.3482	1.00	5.00
	3.00	28	2.4643	1.02676	.19404	2.0662	2.8624	1.00	5.00
	Total	100	2.7750	1.06926	.10693	2.5628	2.9872	1.00	5.00
Kemasan	1.00	39	3.9103	.85741	.13730	3.6323	4.1882	2.00	5.00
	2.00	33	4.1818	.81795	.14239	3.8918	4.4718	2.00	5.00
	3.00	28	3.6964	.96551	.18246	3.3220	4.0708	2.00	5.00
	Total	100	3.9400	.88842	.08884	3.7637	4.1163	2.00	5.00
Promosi	1.00	39	4.0426	.83520	.13374	3.7718	4.3133	2.00	5.00
	2.00	33	4.0609	.67371	.11728	3.8220	4.2998	2.67	5.00
	3.00	28	3.8814	.89988	.17006	3.5325	4.2304	2.00	5.00
	Total	100	4.0035	.80077	.08008	3.8446	4.1624	2.00	5.00

### ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Desain Kalimat	Between Groups	1.750	2	.875	1.363	.261
	Within Groups	62.310	97	.642		
	Total	64.060	99			
Harga	Between Groups	1.098	2	.549	.968	.384
	Within Groups	55.009	97	.567		
	Total	56.107	99			
Merek	Between Groups	4.087	2	2.043	1.817	.168
	Within Groups	109.101	97	1.125		
	Total	113.188	99			
Kemasan	Between Groups	3.625	2	1.813	2.360	.100
	Within Groups	74.515	97	.768		
	Total	78.140	99			
Promosi	Between Groups	.586	2	.293	.451	.638
	Within Groups	62.896	97	.648		
	Total	63.482	99			

## Oneway Pendapatan

### Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Desain Kalimat	1.00	13	3.8077	1.05156	.29165	3.1722	4.4431	1.50	5.00
	2.00	49	3.9592	.82182	.11740	3.7231	4.1952	2.00	5.00
	3.00	38	3.8026	.69301	.11242	3.5748	4.0304	2.50	5.00
	Total	100	3.8800	.80441	.08044	3.7204	4.0396	1.50	5.00
Harga	1.00	13	4.0262	.65969	.18297	3.6275	4.4248	3.00	5.00
	2.00	49	3.7692	.86129	.12304	3.5218	4.0166	2.00	5.00
	3.00	38	3.8687	.62708	.10173	3.6626	4.0748	2.67	5.00
	Total	100	3.8404	.75282	.07528	3.6910	3.9898	2.00	5.00
Merek	1.00	13	2.8077	.90228	.25025	2.2625	3.3529	1.50	5.00
	2.00	49	2.7449	1.04643	.14949	2.4443	3.0455	1.00	5.00
	3.00	38	2.8026	1.17139	.19002	2.4176	3.1877	1.00	5.00
	Total	100	2.7750	1.06926	.10693	2.5628	2.9872	1.00	5.00
Kemasan	1.00	13	4.1154	.86972	.24122	3.5898	4.6410	2.50	5.00
	2.00	49	3.8265	.93291	.13327	3.5586	4.0945	2.00	5.00
	3.00	38	4.0263	.83785	.13592	3.7509	4.3017	2.50	5.00
	Total	100	3.9400	.88842	.08884	3.7637	4.1163	2.00	5.00
Promosi	1.00	13	4.1792	.74064	.20542	3.7317	4.6268	2.00	5.00
	2.00	49	3.9051	.86358	.12337	3.6571	4.1532	2.00	5.00
	3.00	38	4.0703	.73626	.11944	3.8283	4.3123	2.33	5.00
	Total	100	4.0035	.80077	.08008	3.8446	4.1624	2.00	5.00

### ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Desain Kalimat	Between Groups	.603	2	.301	.461	.632
	Within Groups	63.457	97	.654		
	Total	64.060	99			
Harga	Between Groups	.727	2	.364	.637	.531
	Within Groups	55.379	97	.571		
	Total	56.107	99			
Merek	Between Groups	.087	2	.044	.037	.963
	Within Groups	113.100	97	1.166		
	Total	113.188	99			
Kemasan	Between Groups	1.314	2	.657	.829	.439
	Within Groups	76.826	97	.792		
	Total	78.140	99			
Promosi	Between Groups	1.045	2	.523	.812	.447
	Within Groups	62.436	97	.644		
	Total	63.482	99			



## Oneway Asal Daerah

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Desain Kalimat	1.00	18	3.6944	1.00204	.23618	3.1961	4.1927	1.50	5.00
	2.00	18	4.1667	.66421	.15656	3.8364	4.4970	3.00	5.00
	3.00	12	3.7083	.68948	.19903	3.2703	4.1464	2.50	5.00
	4.00	39	3.8846	.82288	.13177	3.6179	4.1514	2.00	5.00
	5.00	13	3.8846	.71163	.19737	3.4546	4.3146	2.50	5.00
	Total	100	3.8800	.80441	.08044	3.7204	4.0396	1.50	5.00
Harga	1.00	18	3.7972	.59486	.14021	3.5014	4.0930	2.67	5.00
	2.00	18	3.7972	.85673	.20193	3.3712	4.2233	2.00	5.00
	3.00	12	3.8892	.95618	.27603	3.2816	4.4967	2.00	5.00
	4.00	39	3.8890	.75501	.12090	3.6442	4.1337	2.00	5.00
	5.00	13	3.7692	.68563	.19016	3.3549	4.1836	2.67	5.00
	Total	100	3.8404	.75282	.07528	3.6910	3.9898	2.00	5.00
Merek	1.00	18	2.6944	1.01661	.23962	2.1889	3.2000	1.00	5.00
	2.00	18	3.0000	1.08465	.25565	2.4606	3.5394	1.50	5.00
	3.00	12	4.1250	.97991	.28288	3.5024	4.7476	2.00	5.00
	4.00	39	2.4231	.90712	.14526	2.1290	2.7171	1.00	5.00
	5.00	13	2.3846	.58288	.16166	2.0324	2.7368	1.50	3.50
	Total	100	2.7750	1.06926	.10693	2.5628	2.9872	1.00	5.00
Kemasan	1.00	18	4.0833	.95871	.22597	3.6066	4.5601	2.50	5.00
	2.00	18	3.6389	.93629	.22069	3.1733	4.1045	2.00	5.00
	3.00	12	3.9583	.86493	.24968	3.4088	4.5079	2.50	5.00
	4.00	39	4.0256	.84253	.13491	3.7525	4.2988	2.00	5.00
	5.00	13	3.8846	.91638	.25416	3.3309	4.4384	2.50	5.00
	Total	100	3.9400	.88842	.08884	3.7637	4.1163	2.00	5.00
Promosi	1.00	18	4.0194	.71820	.16928	3.6623	4.3766	2.00	5.00
	2.00	18	3.9078	.86954	.20495	3.4754	4.3402	2.33	5.00
	3.00	12	4.0558	.99303	.28666	3.4249	4.6868	2.00	5.00
	4.00	39	3.8628	.79787	.12776	3.6042	4.1215	2.00	5.00
	5.00	13	4.4877	.48298	.13395	4.1958	4.7796	3.67	5.00
	Total	100	4.0035	.80077	.08008	3.8446	4.1624	2.00	5.00

# ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Desain Kalimat	Between Groups	2.454	4	.613	.946	.441
	Within Groups	61.606	95	.648		
	Total	64.060	99			
Harga	Between Groups	.254	4	.063	.108	.980
	Within Groups	55.853	95	.588		
	Total	56.107	99			
Merek	Between Groups	29.709	4	7.427	8.452	.000
	Within Groups	83.478	95	.879		
	Total	113.188	99			
Kemasan	Between Groups	2.332	4	.583	.731	.573
	Within Groups	75.808	95	.798		
	Total	78.140	99			
Promosi	Between Groups	4.022	4	1.005	1.606	.179
	Within Groups	59.460	95	.626		
	Total	63.482	99			



**LAMPIRAN 8**  
**UJI T DAN ANOVA JOGER**

## T-Test Jenis Kelamin

Group Statistics

	Jenis Kelamin	N	Mean	Std. Deviation	Std. Error Mean
Desain Kalimat	1.00	46	4.0870	.77678	.11453
	2.00	54	3.7963	.83281	.11333
Harga	1.00	46	4.1235	.63388	.09346
	2.00	54	3.8026	.87505	.11908
Merek	1.00	46	4.0217	.96007	.14155
	2.00	54	3.9259	.84901	.11554
Kemasan	1.00	46	4.0652	.77179	.11379
	2.00	54	3.8148	.92805	.12629
Promosi	1.00	46	3.6448	.67576	.09964
	2.00	54	3.4806	.87486	.11905

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Desain Kalimat	Equal variances assumed	.952	.332	1.794	98	.076	.2907	.16203	-.03089	.61221
	Equal variances not assumed			1.804	97.169	.074	.2907	.16112	-.02912	.61044
Harga	Equal variances assumed	5.032	.027	2.067	98	.041	.3209	.15524	.01282	.62895
	Equal variances not assumed			2.120	95.657	.037	.3209	.15138	.02039	.62138
Merek	Equal variances assumed	.255	.615	.530	98	.598	.0958	.18092	-.26322	.45485
	Equal variances not assumed			.524	90.736	.601	.0958	.18272	-.26715	.45878
Kemasan	Equal variances assumed	4.609	.034	1.451	98	.150	.2504	.17252	-.09196	.59276
	Equal variances not assumed			1.473	97.951	.144	.2504	.17000	-.08695	.58776
Promosi	Equal variances assumed	4.141	.045	1.036	98	.303	.1642	.15845	-.15021	.47866
	Equal variances not assumed			1.058	97.126	.293	.1642	.15525	-.14389	.47234

## Oneway Usia

### Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Desain Kalimat	1.00	25	3.9000	.91287	.18257	3.5232	4.2768	2.00	5.00
	2.00	47	3.8298	.84876	.12380	3.5806	4.0790	2.00	5.00
	3.00	28	4.1250	.64729	.12233	3.8740	4.3760	2.50	5.00
	Total	100	3.9300	.81656	.08166	3.7680	4.0920	2.00	5.00
Harga	1.00	25	3.8400	.90850	.18170	3.4650	4.2150	2.00	5.00
	2.00	47	3.8513	.74491	.10866	3.6326	4.0700	2.00	5.00
	3.00	28	4.2146	.69830	.13197	3.9439	4.4854	2.33	5.00
	Total	100	3.9502	.78638	.07864	3.7942	4.1062	2.00	5.00
Merek	1.00	25	4.0400	.77621	.15524	3.7196	4.3604	2.50	5.00
	2.00	47	3.8191	.94078	.13723	3.5429	4.0954	2.00	5.00
	3.00	28	4.1607	.91341	.17262	3.8065	4.5149	2.00	5.00
	Total	100	3.9700	.89843	.08984	3.7917	4.1483	2.00	5.00
Kemasan	1.00	25	3.9000	.92421	.18484	3.5185	4.2815	2.00	5.00
	2.00	47	3.8085	.86322	.12591	3.5551	4.0620	2.00	5.00
	3.00	28	4.1607	.79412	.15007	3.8528	4.4686	2.50	5.00
	Total	100	3.9300	.86462	.08646	3.7584	4.1016	2.00	5.00
Promosi	1.00	25	3.7324	.78802	.15760	3.4071	4.0577	2.33	5.00
	2.00	47	3.3117	.74009	.10795	3.0944	3.5290	2.00	4.67
	3.00	28	3.8089	.77725	.14689	3.5075	4.1103	2.00	5.00
	Total	100	3.5561	.78999	.07900	3.3993	3.7129	2.00	5.00

### ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Desain Kalimat	Between Groups	1.559	2	.780	1.173	.314
	Within Groups	64.451	97	.664		
	Total	66.010	99			
Harga	Between Groups	2.722	2	1.361	2.256	.110
	Within Groups	58.500	97	.603		
	Total	61.221	99			
Merek	Between Groups	2.210	2	1.105	1.380	.257
	Within Groups	77.700	97	.801		
	Total	79.910	99			
Kemasan	Between Groups	2.207	2	1.103	1.490	.230
	Within Groups	71.803	97	.740		
	Total	74.010	99			
Promosi	Between Groups	5.374	2	2.687	4.621	.012
	Within Groups	56.411	97	.582		
	Total	61.785	99			

## Oneway Pendapatan

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Desain Kalimat	1.00	13	3.7308	1.09193	.30285	3.0709	4.3906	2.00	5.00
	2.00	35	3.9000	.79335	.13410	3.6275	4.1725	2.00	5.00
	3.00	52	4.0000	.76055	.10547	3.7883	4.2117	2.00	5.00
	Total	100	3.9300	.81656	.08166	3.7680	4.0920	2.00	5.00
Harga	1.00	13	3.8723	.80100	.22216	3.3883	4.3563	2.33	5.00
	2.00	35	3.9429	.94795	.16023	3.6172	4.2685	2.00	5.00
	3.00	52	3.9746	.66947	.09284	3.7882	4.1610	2.00	5.00
	Total	100	3.9502	.78638	.07864	3.7942	4.1062	2.00	5.00
Merek	1.00	13	3.8846	1.00320	.27824	3.2784	4.4908	2.00	5.00
	2.00	35	4.0000	.90749	.15339	3.6883	4.3117	2.00	5.00
	3.00	52	3.9712	.88236	.12236	3.7255	4.2168	2.00	5.00
	Total	100	3.9700	.89843	.08984	3.7917	4.1483	2.00	5.00
Kemasan	1.00	13	3.8462	1.00798	.27956	3.2370	4.4553	2.00	5.00
	2.00	35	3.9571	.92650	.15661	3.6389	4.2754	2.00	5.00
	3.00	52	3.9327	.79846	.11073	3.7104	4.1550	2.50	5.00
	Total	100	3.9300	.86462	.08646	3.7584	4.1016	2.00	5.00
Promosi	1.00	13	3.5885	.69632	.19312	3.1677	4.0092	2.33	4.33
	2.00	35	3.5806	.90847	.15356	3.2685	3.8926	2.00	5.00
	3.00	52	3.5315	.73883	.10246	3.3258	3.7372	2.00	5.00
	Total	100	3.5561	.78999	.07900	3.3993	3.7129	2.00	5.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Desain Kalimat	Between Groups	.802	2	.401	.597	.553
	Within Groups	65.208	97	.672		
	Total	66.010	99			
Harga	Between Groups	.112	2	.056	.089	.915
	Within Groups	61.110	97	.630		
	Total	61.221	99			
Merek	Between Groups	.126	2	.063	.077	.926
	Within Groups	79.784	97	.823		
	Total	79.910	99			
Kemasan	Between Groups	.118	2	.059	.077	.926
	Within Groups	73.892	97	.762		
	Total	74.010	99			
Promosi	Between Groups	.066	2	.033	.052	.950
	Within Groups	61.719	97	.636		
	Total	61.785	99			

## Oneway Asal Daerah

### Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Desain Kalimat	1.00	26	3.9808	.83043	.16286	3.6454	4.3162	2.00	5.00
	2.00	16	4.0938	.58363	.14591	3.7828	4.4047	2.50	5.00
	3.00	12	3.7500	.96531	.27866	3.1367	4.3633	2.00	5.00
	4.00	30	3.9000	.95050	.17354	3.5451	4.2549	2.00	5.00
	5.00	16	3.8750	.64550	.16137	3.5310	4.2190	2.50	5.00
	Total	100	3.9300	.81656	.08166	3.7680	4.0920	2.00	5.00
Harga	1.00	26	3.8846	.84387	.16550	3.5438	4.2255	2.00	5.00
	2.00	16	4.2294	.52652	.13163	3.9488	4.5099	3.33	5.00
	3.00	12	3.8333	.93712	.27052	3.2379	4.4287	2.00	5.00
	4.00	30	4.0227	.86636	.15818	3.6992	4.3462	2.33	5.00
	5.00	16	3.7294	.59848	.14962	3.4105	4.0483	2.67	5.00
	Total	100	3.9502	.78638	.07864	3.7942	4.1062	2.00	5.00
Merek	1.00	26	3.9808	.79348	.15561	3.6603	4.3013	2.00	5.00
	2.00	16	3.9688	1.05623	.26406	3.4059	4.5316	2.00	5.00
	3.00	12	3.9167	1.06244	.30670	3.2416	4.5917	2.00	5.00
	4.00	30	4.0667	.83803	.15300	3.7537	4.3796	2.00	5.00
	5.00	16	3.8125	.96393	.24098	3.2989	4.3261	2.00	5.00
	Total	100	3.9700	.89843	.08984	3.7917	4.1483	2.00	5.00
Kemasan	1.00	26	3.8462	.88056	.17269	3.4905	4.2018	2.00	5.00
	2.00	16	4.0000	1.00000	.25000	3.4671	4.5329	2.00	5.00
	3.00	12	3.7917	.96433	.27838	3.1790	4.4044	2.00	5.00
	4.00	30	4.0333	.86037	.15708	3.7121	4.3546	2.00	5.00
	5.00	16	3.9063	.68845	.17211	3.5394	4.2731	3.00	5.00
	Total	100	3.9300	.86462	.08646	3.7584	4.1016	2.00	5.00
Promosi	1.00	26	3.5892	.84516	.16575	3.2479	3.9306	2.00	5.00
	2.00	16	3.8119	.84268	.21067	3.3628	4.2609	2.33	5.00
	3.00	12	3.6667	.88831	.25643	3.1023	4.2311	2.00	5.00
	4.00	30	3.4433	.71206	.13000	3.1774	3.7092	2.00	4.33
	5.00	16	3.3750	.71942	.17985	2.9917	3.7583	2.00	4.67
	Total	100	3.5561	.78999	.07900	3.3993	3.7129	2.00	5.00

# ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Desain Kalimat	Between Groups	.960	4	.240	.351	.843
	Within Groups	65.050	95	.685		
	Total	66.010	99			
Harga	Between Groups	2.461	4	.615	.994	.415
	Within Groups	58.761	95	.619		
	Total	61.221	99			
Merek	Between Groups	.714	4	.179	.214	.930
	Within Groups	79.196	95	.834		
	Total	79.910	99			
Kemasan	Between Groups	.820	4	.205	.266	.899
	Within Groups	73.190	95	.770		
	Total	74.010	99			
Promosi	Between Groups	2.128	4	.532	.847	.499
	Within Groups	59.657	95	.628		
	Total	61.785	99			